

# Prescription Opioids Prevention through Education Initiative

September 2020

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**SUBSTANCE FREE  
COALITION  
OF NORTHWEST MICHIGAN**

Manistee, Benzie, Kalkaska, Leelanau & Grand Traverse

# Prevention through Education Initiative

## Discussion Outline

- Refresher on our Goals
- Update on our Target Groups
- Results

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## Our Goals

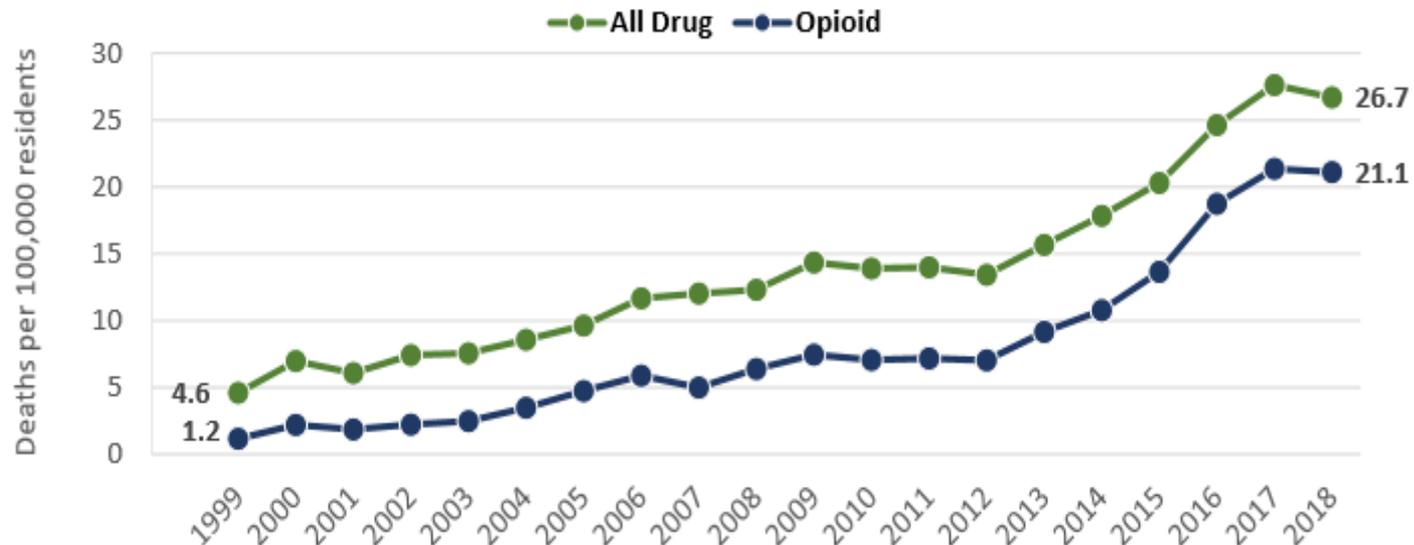
- **Our overall goal is to prevent new cases of addiction**
- **We set numeric goals to reduce prescription opioids by 10%/year, reduce the need for treatment by 10%/year, and eliminate overdose deaths by 2025**

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## Why Prevention

- We are working to get at the root cause of the opioid epidemic by promoting prevention and alternatives to manage pain
- We didn't have the **major issues** we now have with substance use disorder, overdose deaths, and the booming need for treatment and recovery prior to the mid-1990's when prescription opioids were introduced and subsequently mass marketed

Age-adjusted all-drug and opioid poisoning mortality rates among Michigan residents, 1999-2018



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**Target Groups** - turn the opioid usage clock back to pre-1995 levels

- 1. The General Public** – awareness campaign kicked off on October 3, 2019
- 2. Students and Parents**
- 3. Prescription Writers**
- 4. Prescription Fillers**

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## Target Group 1 - The General Public Awareness Campaign

- The campaign is now in phase 2 with messaging focused on the risks of addiction from prescription opioids
- New pocket sized brochures are now available
- We expanded the multi media strategy in July to include digital marketing
- Phase 3 key messaging will focus on alternatives to opioids for pain management

# Digital Strategy: Drive Messaging and Reach

Product	Features	Targets	Deliverables
Targeted Video	Pre-roll & mid-roll video targeting Adults 18+ in targeted counties.	Benzie, G.T., Kalkaska, Leelanau, & Manistee	33,333 Monthly Video Impressions
Facebook Branded Content	Upnorthlive w/ SFC NW MI custom content to Targeted Counties	Benzie, G.T., Kalkaska, Leelanau, & Manistee	Varies based on target/goal

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OF NORTHWEST MICHIGAN

**Addiction to opioids can happen in just five days.**

LEARN THE FACTS. KNOW THE DANGERS.

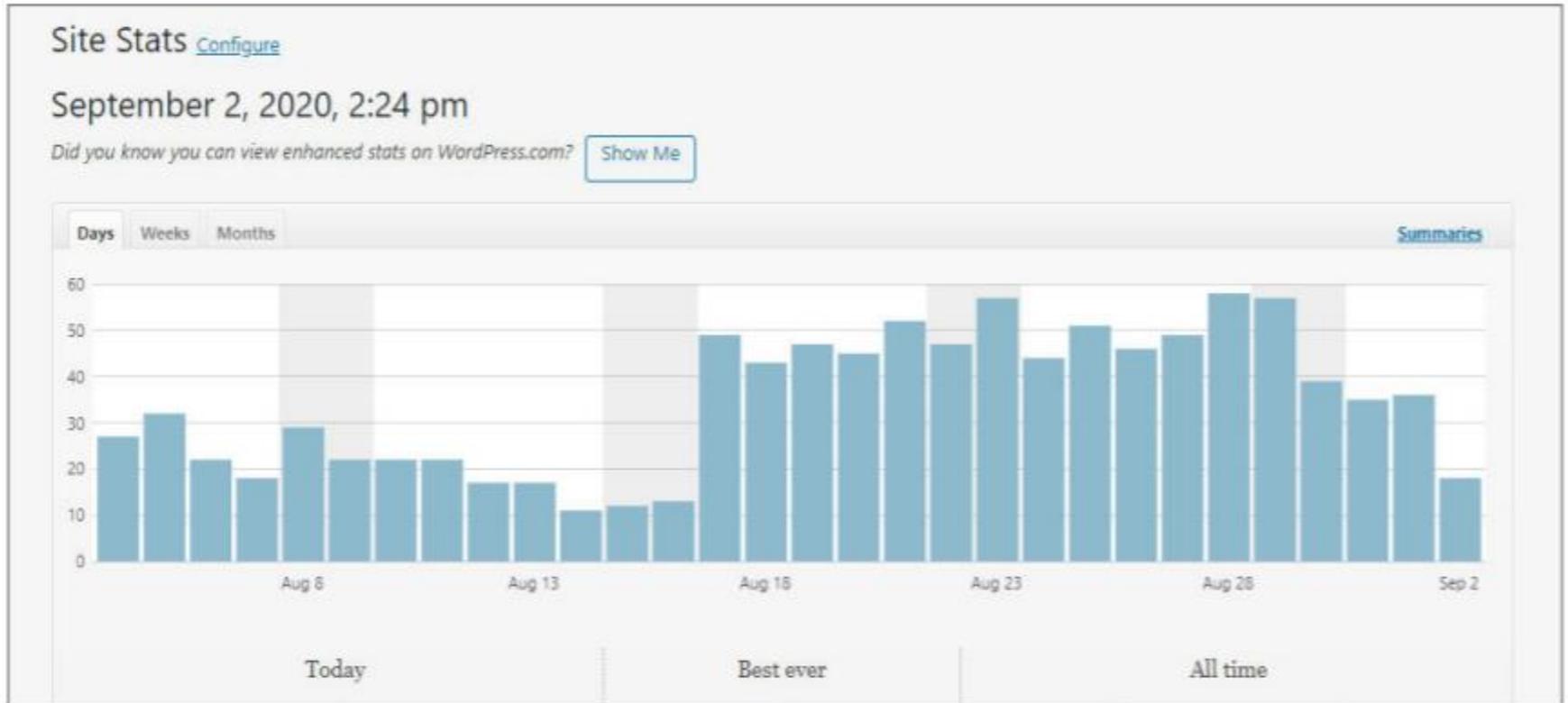
[Opioids 101](#) [Prevention](#) [Needs](#) [About Us](#) [Videos](#) [Resources](#)

Drive people to your website when they click on the video/ad.

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## Digital Marketing Reach

### Website Traffic



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## Target Group 2 – Students & Parents

- Our plan was to work through the schools but we have had to make adjustments due to turn over of several school superintendents and CV-19
- The SFC Core team will revisit how to reach this key group now that the school year is underway

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## Target Group 3 – Prescription Writers

- Dr. McGreaham is leading this effort and has visited several providers in our region to discuss the opioid epidemic and precautions being taken
- Many are fully aware and have procedures in place to comply with new laws and prescribing restrictions
- Additional education is required to hammer home the facts about addiction and non opioid alternatives

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## Target Group 4 – Prescription Fillers

- We met with the Northwestern MI Pharmacists Association executive board in March, 2020 and outlined plans to reach local pharmacies in the region
- Letters were sent to corporate offices of all the pharmacy chains in the 5 county region in April asking for support by placing brochures in the local pharmacies, the response was low
- Personal visits started in July with 14 pharmacies visited asking to place our brochures to help educate customers with mostly overwhelming support

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## Measuring the Impact

- An awareness survey was sent in June; confirmed media coverage and messaging
- Future surveys and interactive tools will be used to assess understanding of the addictive dangers and alternatives to opioids
- Prescription data going in the right direction with many programs contributing to the result:
- Unfortunately after declining in 2018, opioid overdose rates and fatalities are trending up due to fentanyl use and isolation from CV-19

Opioid Prescriptions Dispensed (MAPS data)						
				Change in Prescriptions Dispensed		
	2016	2017	2018	2016-2017	2017-2018	2016-2018
Benzie	18438	18530	17281	0.5%	-6.7%	-6.3%
Grand Traverse	68646	66197	58611	-3.6%	-11.5%	-14.6%
Kalkaska	23274	22303	19959	-4.2%	-10.5%	-14.2%
Manistee	33036	32100	29650	-2.8%	-7.6%	-10.2%
Leelanau	14695	13968	11313	-4.9%	-19.0%	-23.0%
Totals	158089	153098	136814	-3.2%	-10.6%	-13.5%

**Description:** Opioid prescriptions dispensed by county.

**Data Source:** Michigan Automated Prescription System (MAPS). [Link to MAPS](#)

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## Next Steps

- Get our funding approved to continue the general public awareness campaign through 2021
- Update plans to reach the Students and Parents group based on the Fall schedule
- Continue work with Prescription Writers and Prescription Fillers
- Get the message out to local clubs/organizations